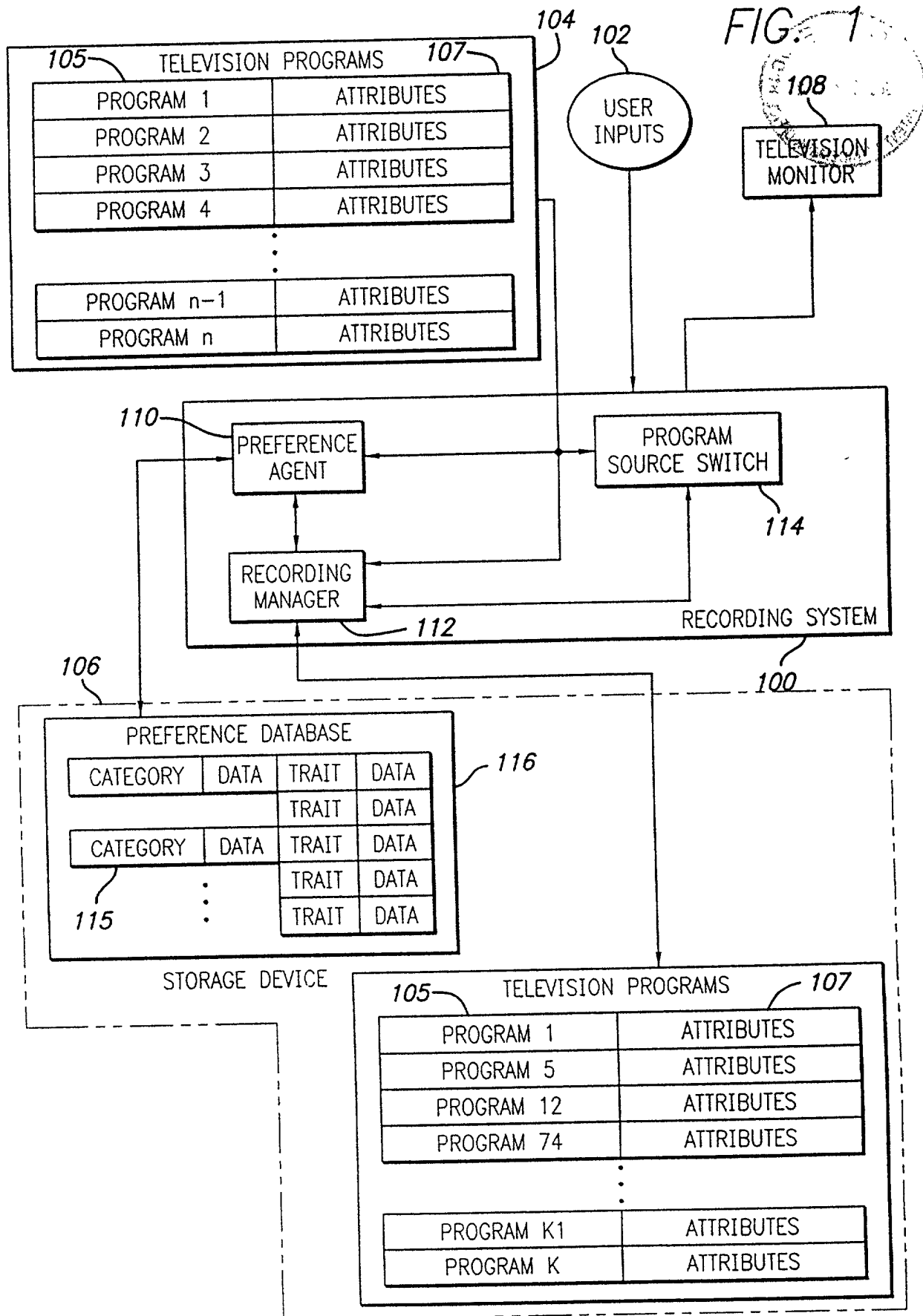


FIG. 1



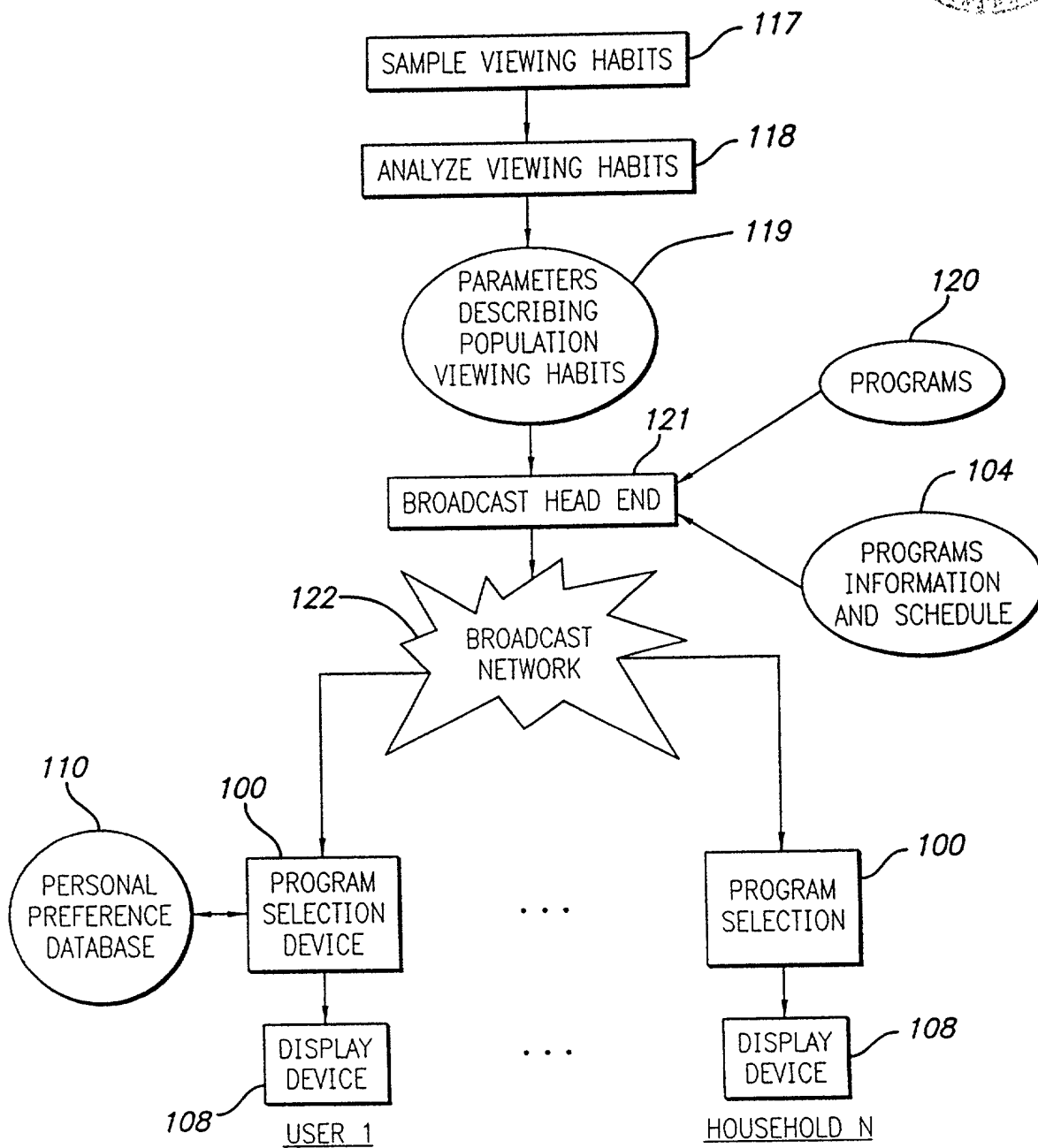


FIG. 2

EXAMPLES OF PROGRAM INFORMATION

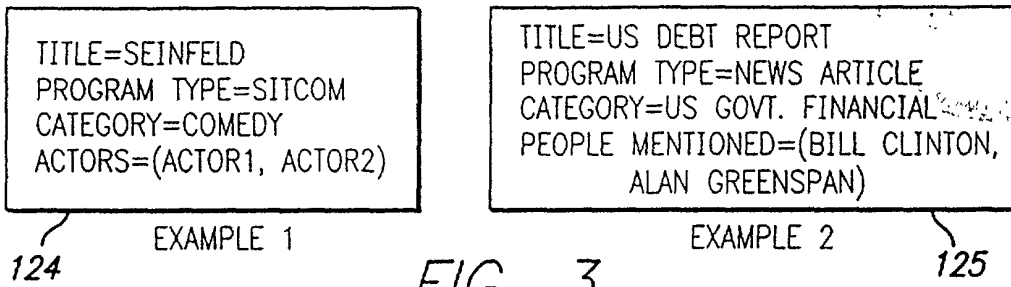
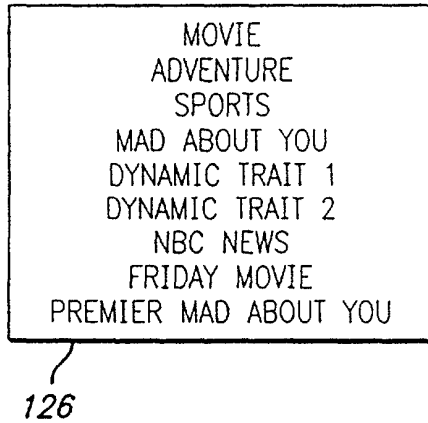


FIG. 3

EXAMPLES FOR TRAITS



EXAMPLES FOR LIKING FOR VIEWER N

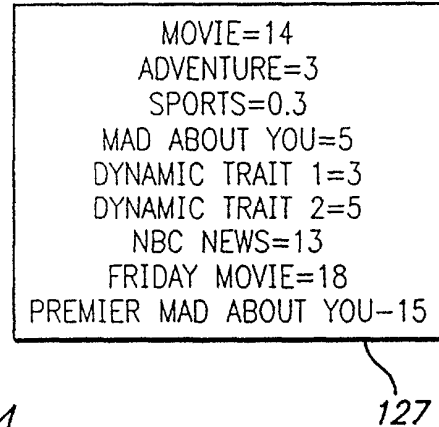


FIG. 4

SOME SAMPLE VALUES FOR FIELDS IN TRAIT RECORD

TRAIT TYPE

STATIC
DYNAMIC
ASSOCIATION
GENERATED

TRAIT DESCRIPTION

(NBC, "NEWS").
SUBSTRING("CIA")IN DESC.
TITLE

DISTRIBUTION

NORMAL
EXPONENTIAL
DEFINED TYPE 1
DEFINED TYPE 2

DISTRIBUTION PARAMETERS

MEAN=13, DEVIATION=2

FIG. 11

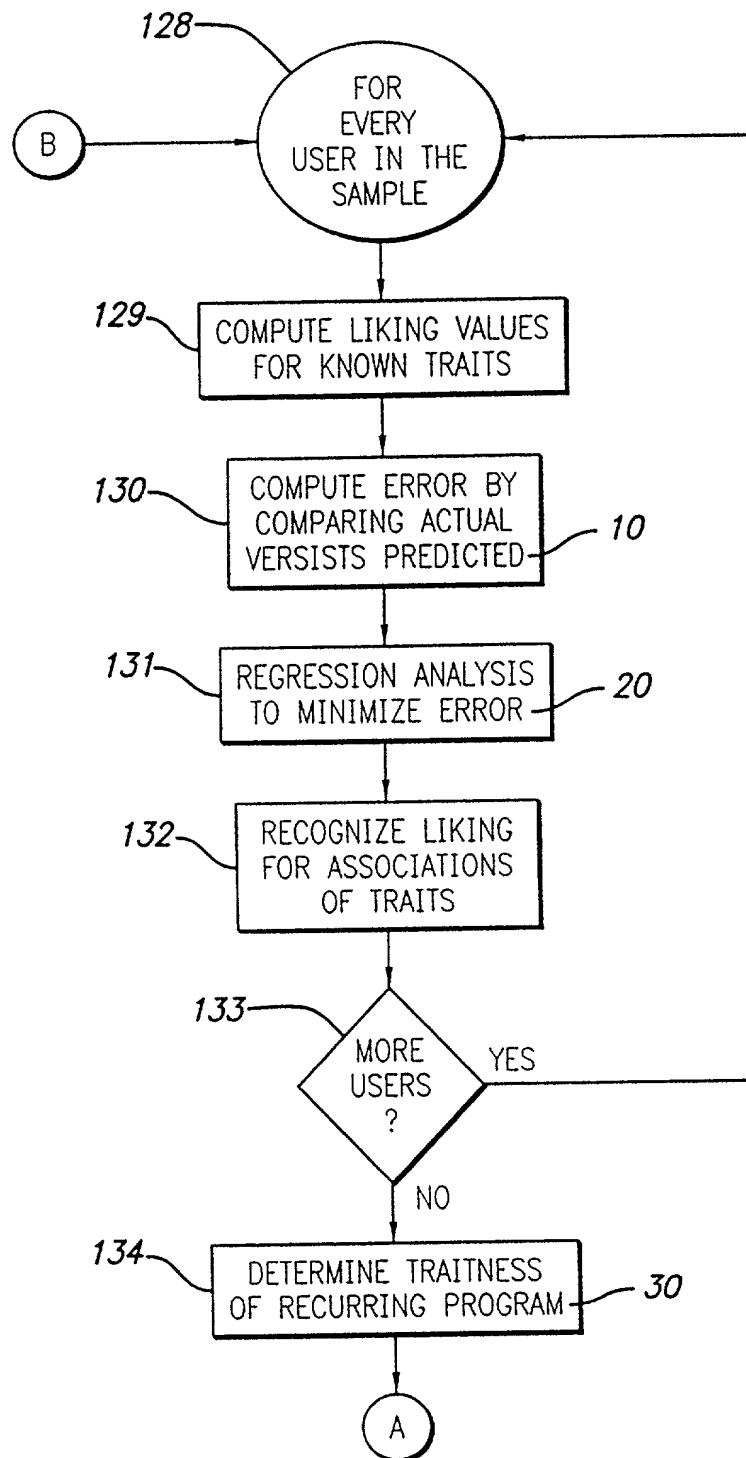


FIG. 5A

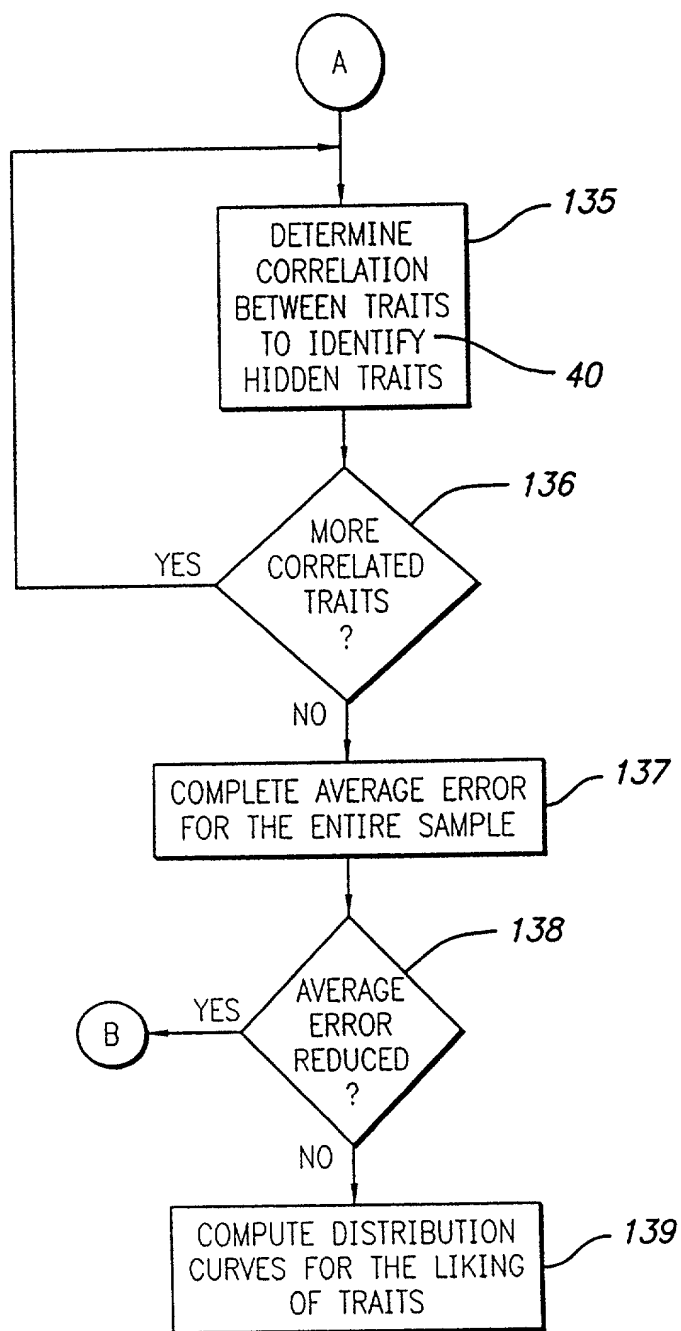
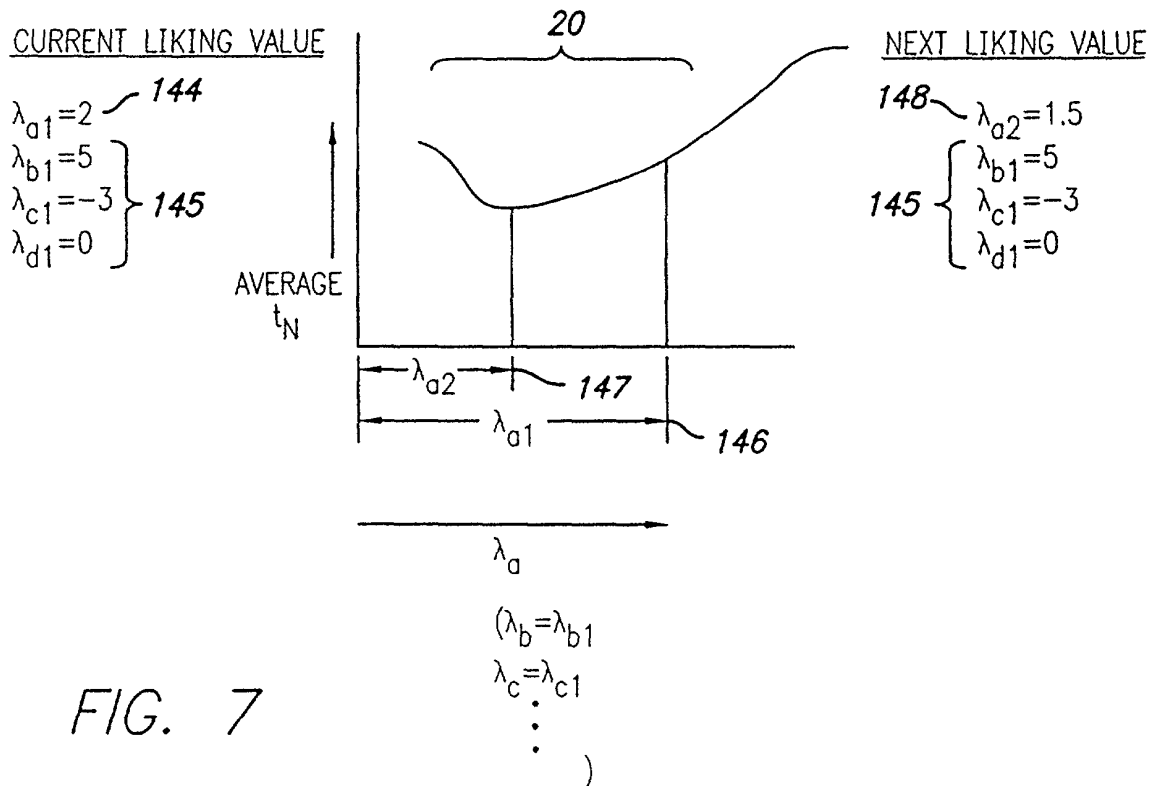
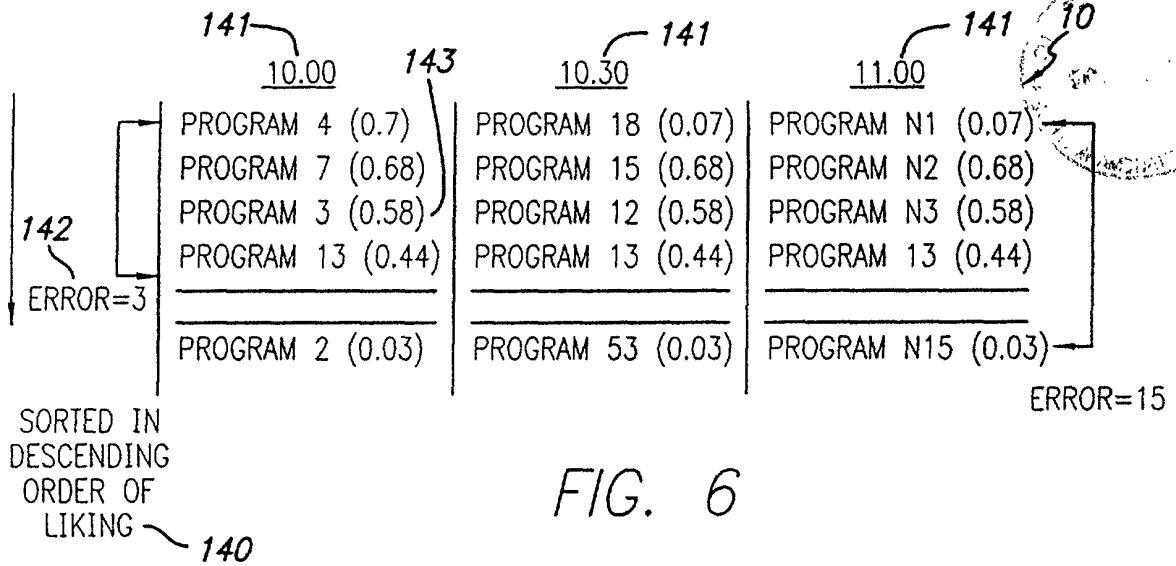
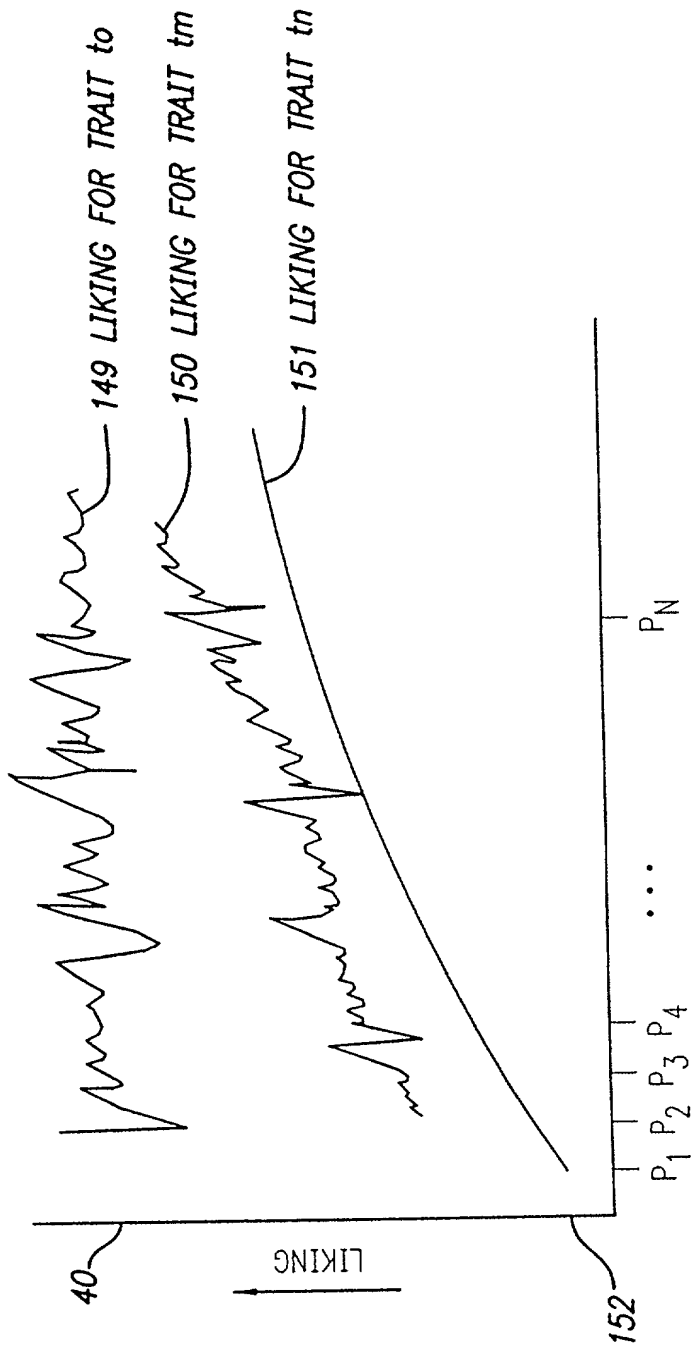


FIG. 5B



RECOGNIZE HIDDEN TRAITS IN PROGRAMS



t_m & t_n ARE CORRELATED
 $\rightarrow t_m$ CAN BE EXPRESSED AS $t_m = t_x + t'_m$
 t_n CAN BE EXPRESSED AS $t_n = Ct_x + t'_n$

FIG. 8

FIG. 9A COMPUTING TRAITNESS OF A TRAIT IN A PROGRAM

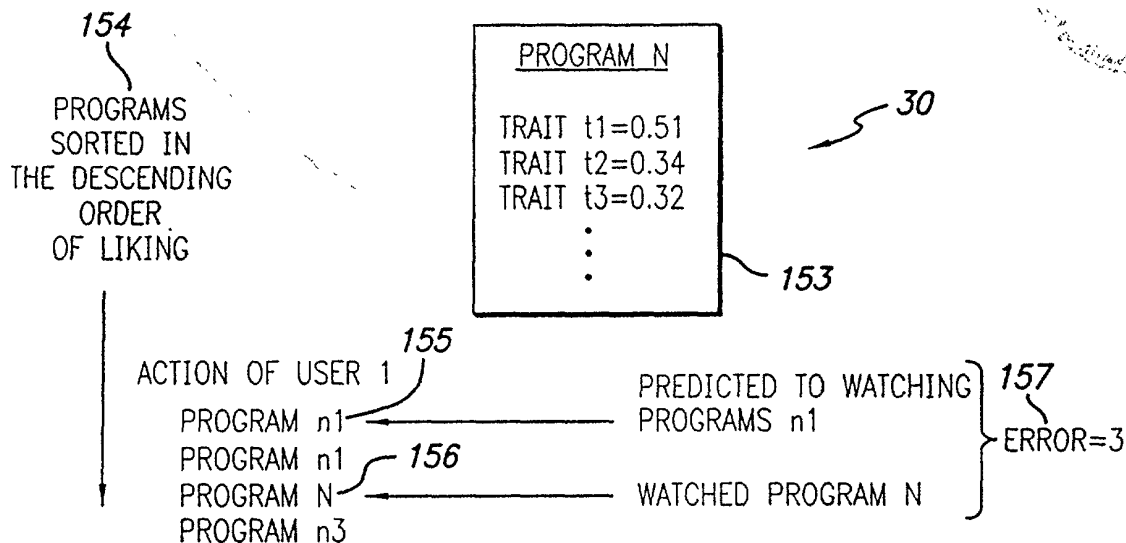


FIG. 9B COMPUTING TRAITNESS OF A TRAIT IN A PROGRAM

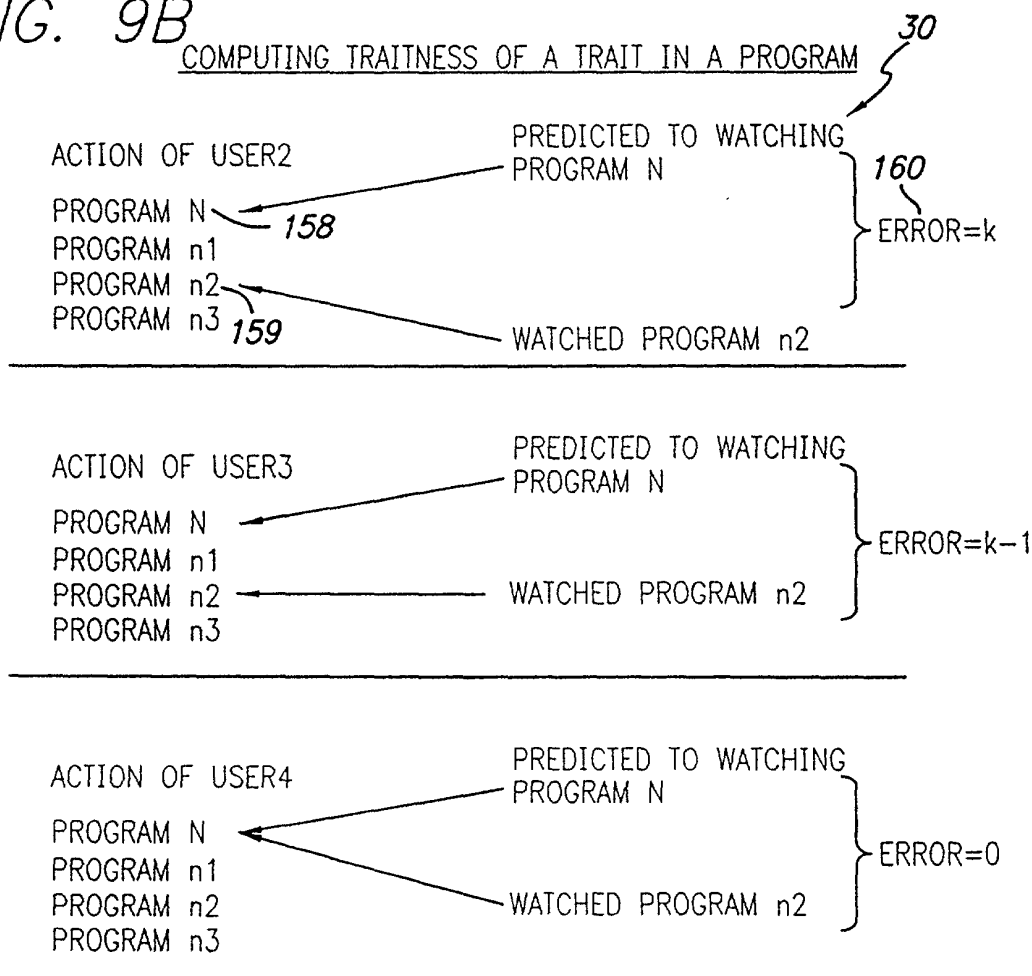


FIG. 10

EXAMPLE FOR LIKING DISTRIBUTION RECORD FORMAT

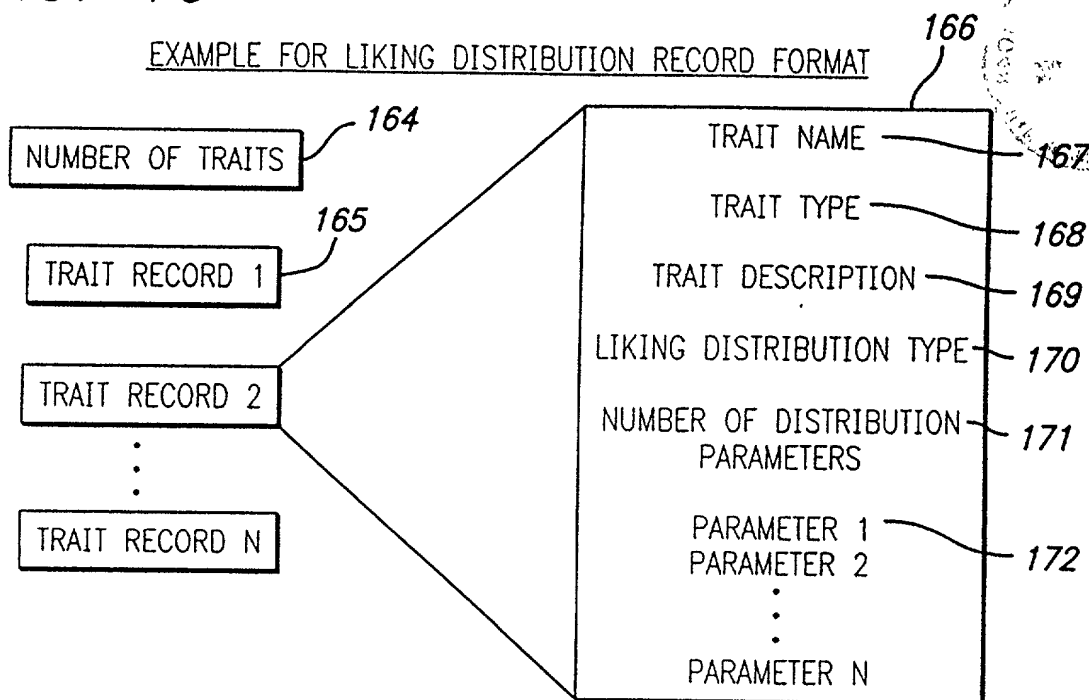


FIG. 12

EXAMPLE FOR TRAITNESS OF RECURRING PROGRAMS

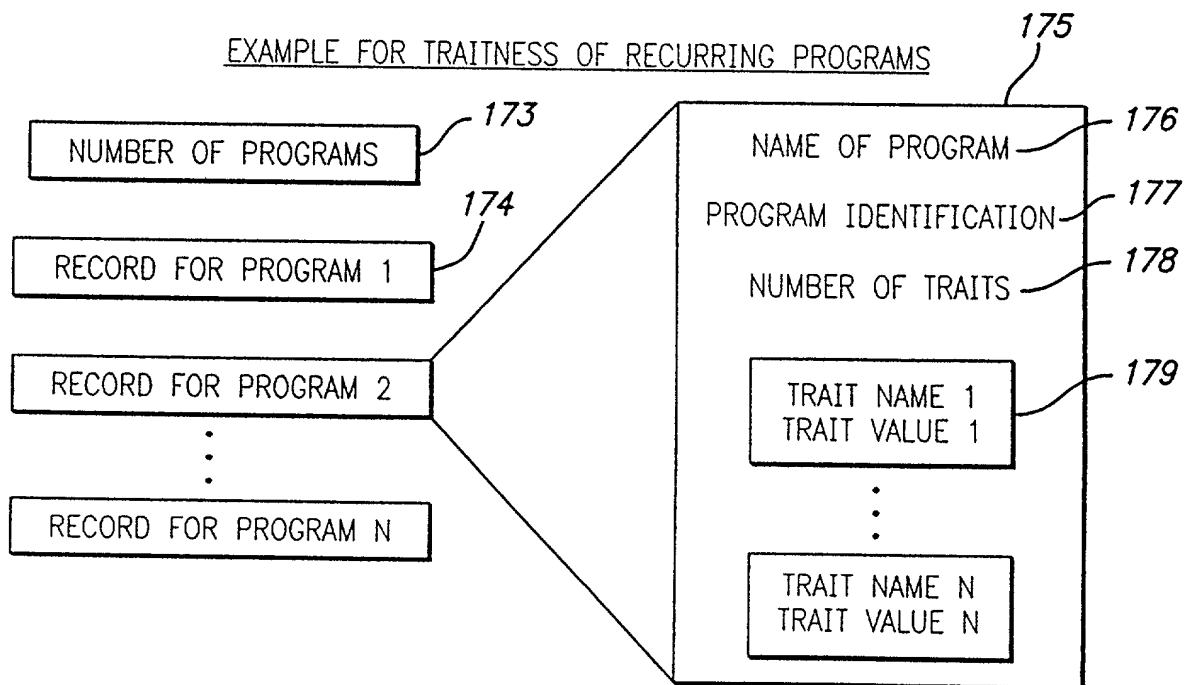


FIG. 13

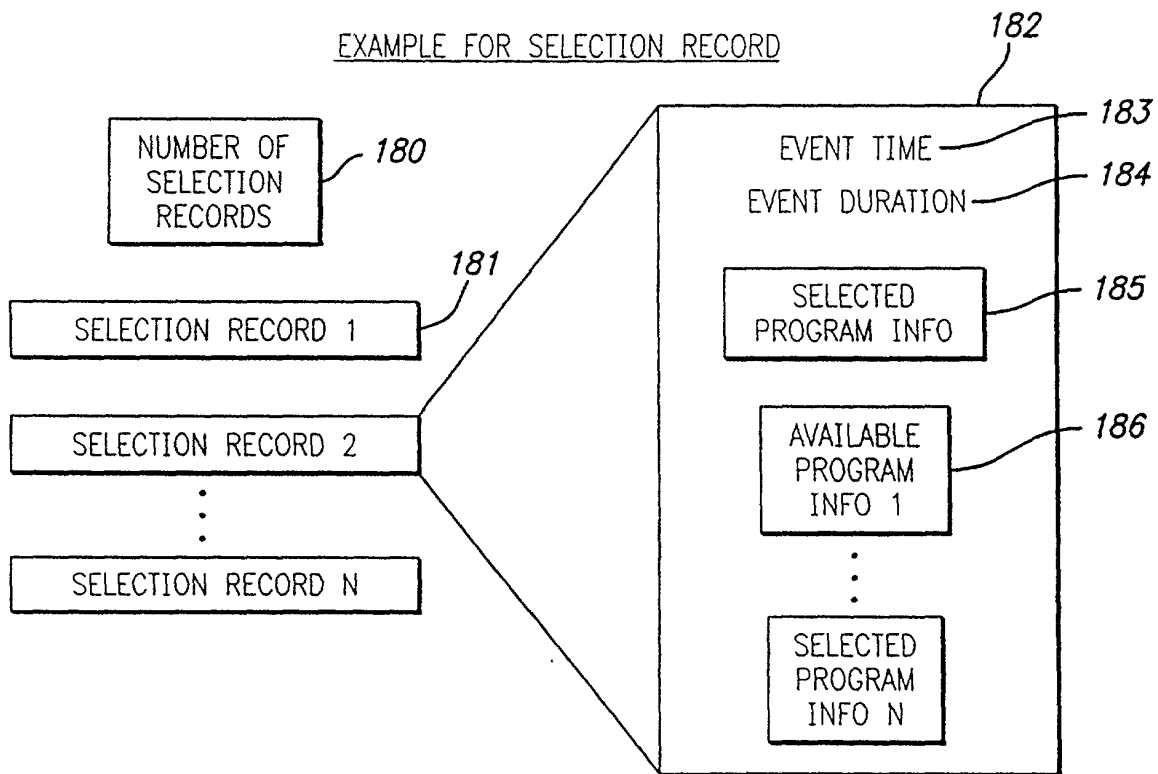
EXAMPLE FOR BROADCASTING TRAITNESS AS A PART OF EPG DATA

PROGRAM INFO

SEINFELD,
NBC,
COMEDY=0.07
SITCOM,
DYNAMIC TRAIT 1=0.1
:
ACTOR=SEINFELD

FIG. 14

EXAMPLE FOR SELECTION RECORD



GENERATION OF USER SELECTION HISTORY

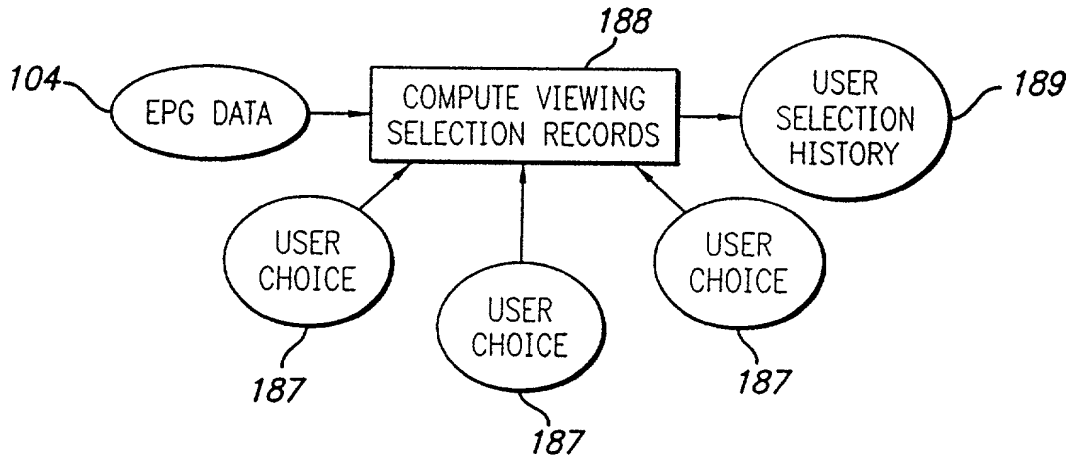


FIG. 15

COMPUTING RELEVANCE

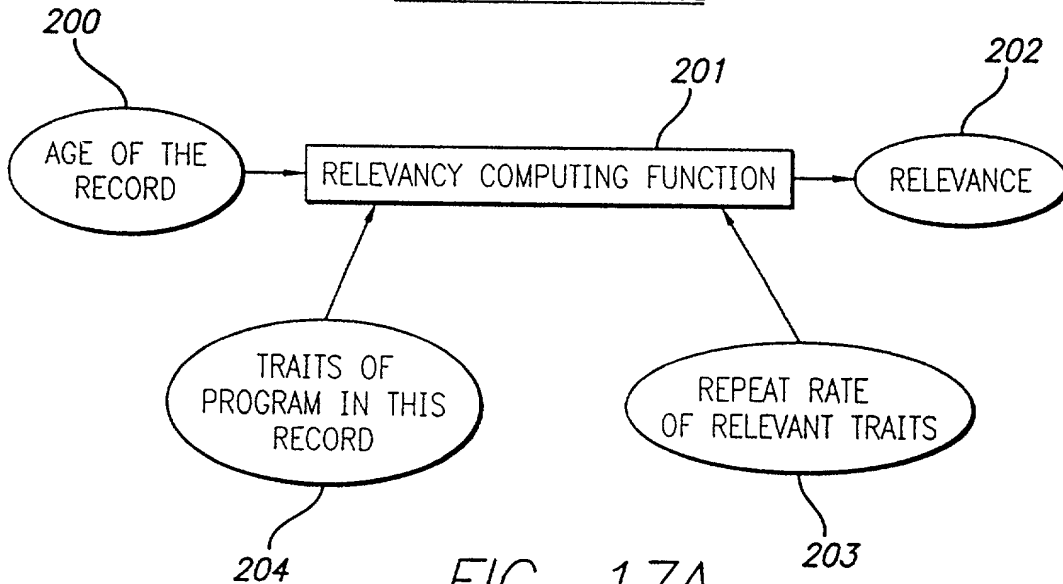
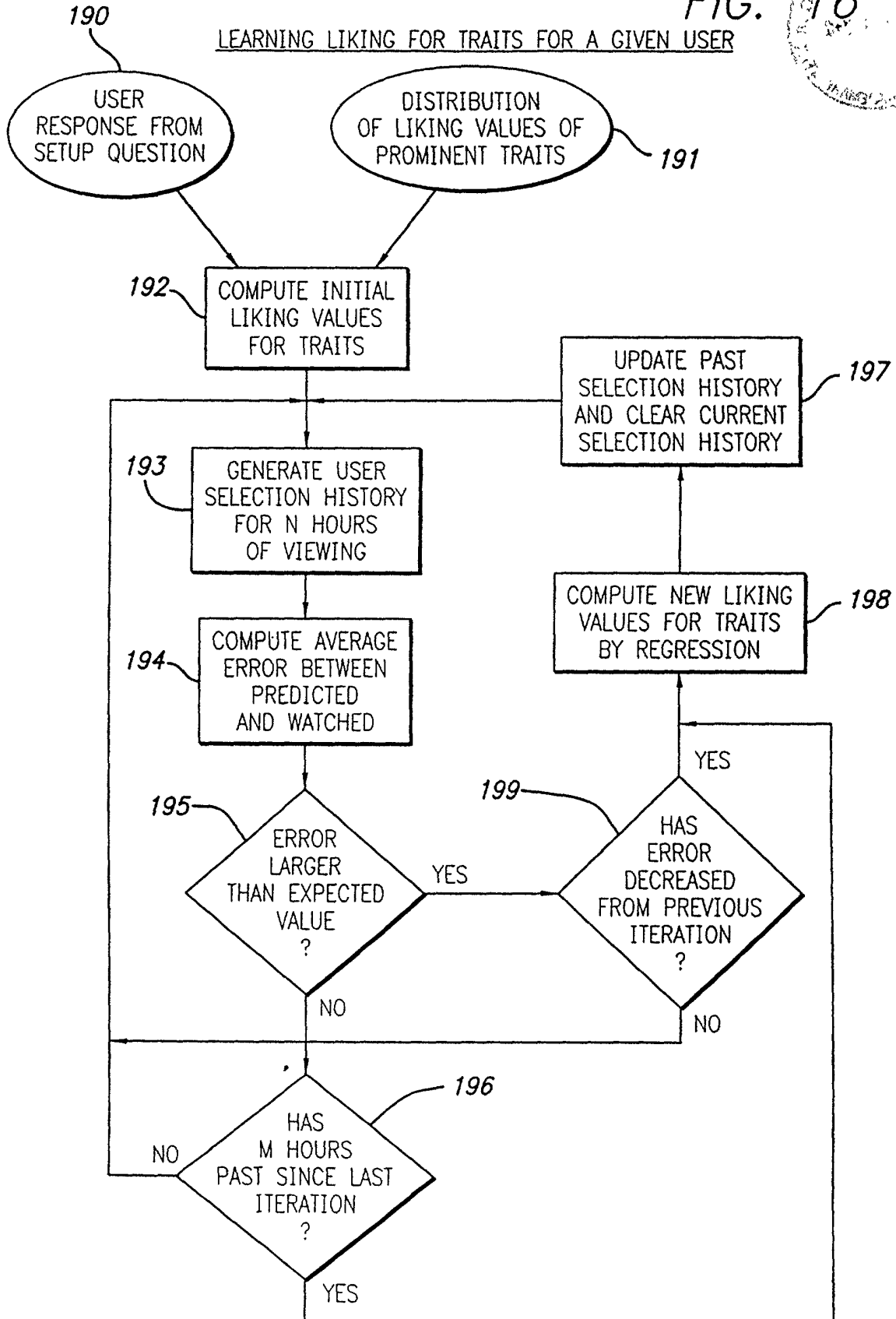


FIG. 17A

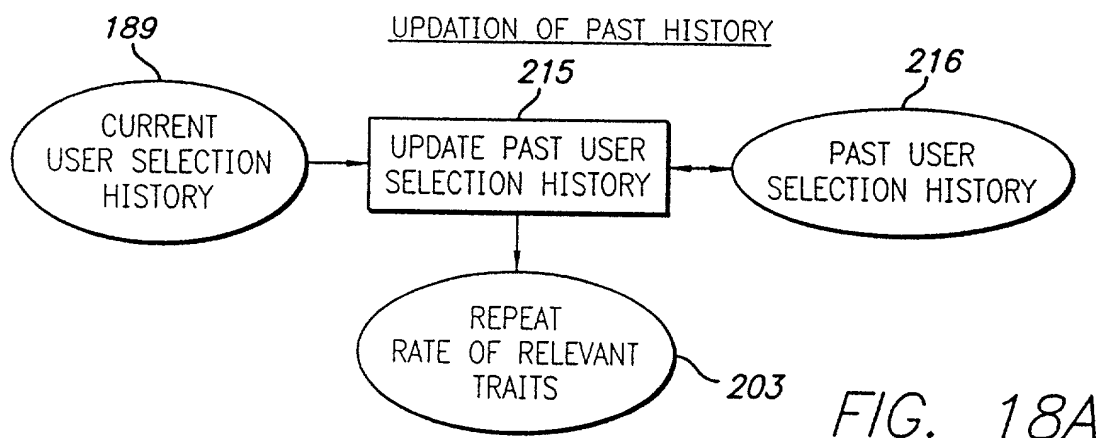
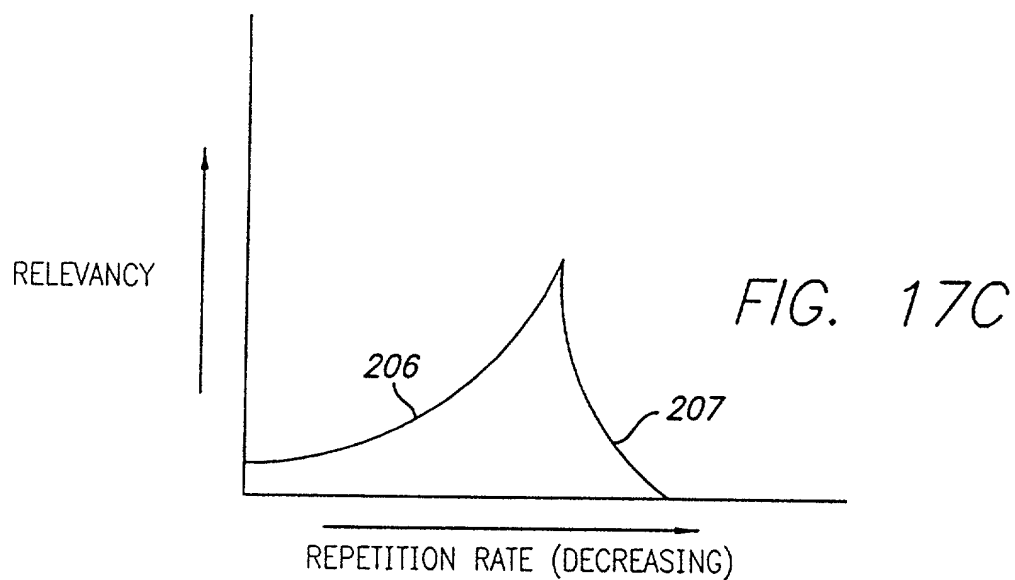
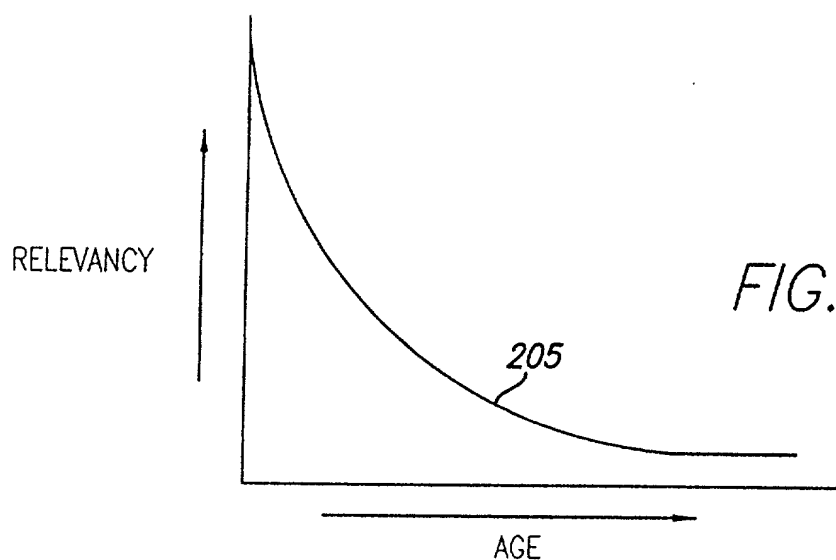
FIG.

16

LEARNING LIKING FOR TRAITS FOR A GIVEN USER



A circular ink stamp from the National Archives and Records Administration. The outer ring contains the text "NATIONAL ARCHIVES AND RECORDS ADMINISTRATION". The inner circle contains the date "OCT 10 1968". In the center of the stamp, there is some faint, illegible handwritten or stamped text.



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UPDATION OF PAST SELECTION HISTORY

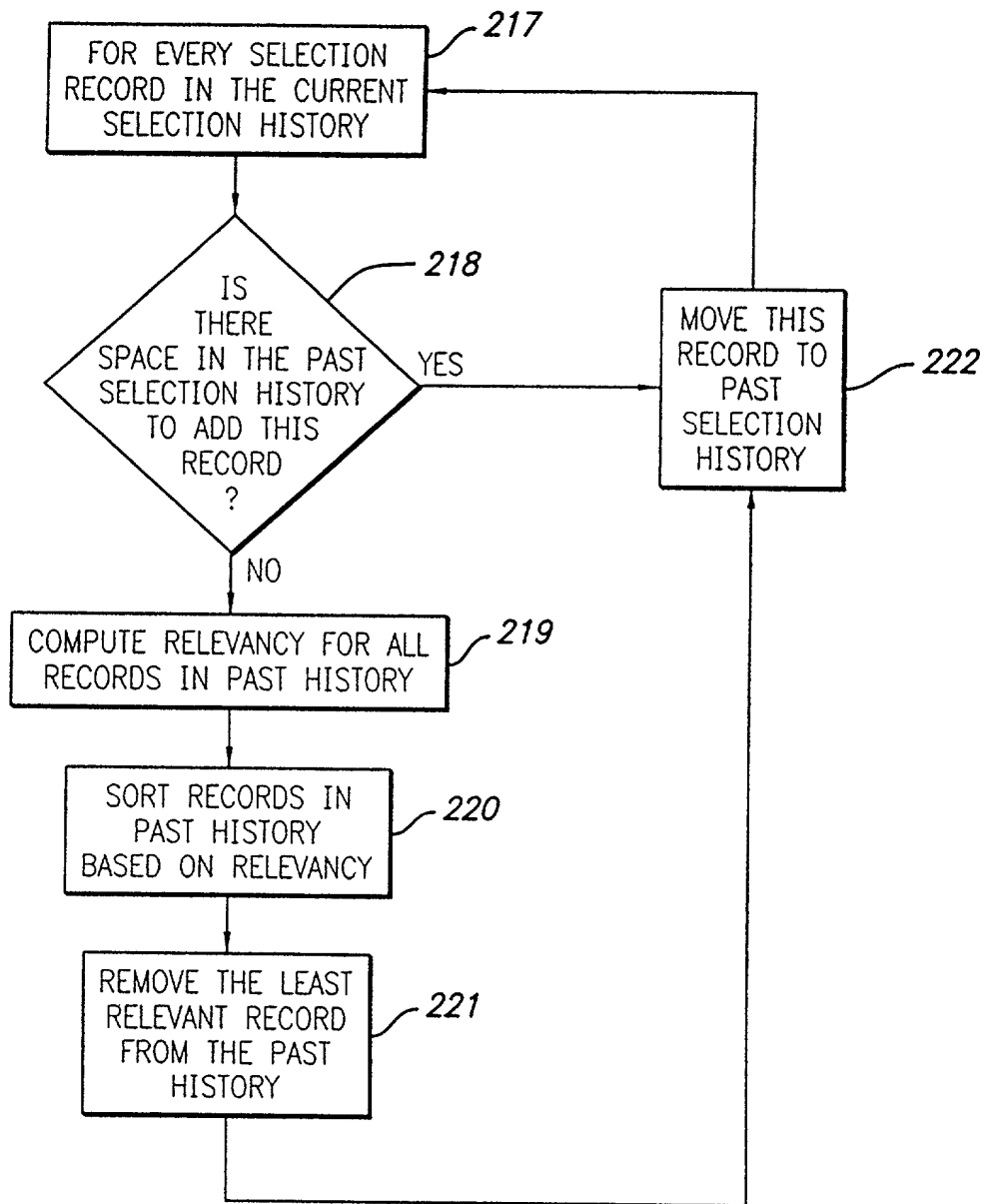


FIG. 18B

COMPUTING LIKING ON CLIENTSIDE

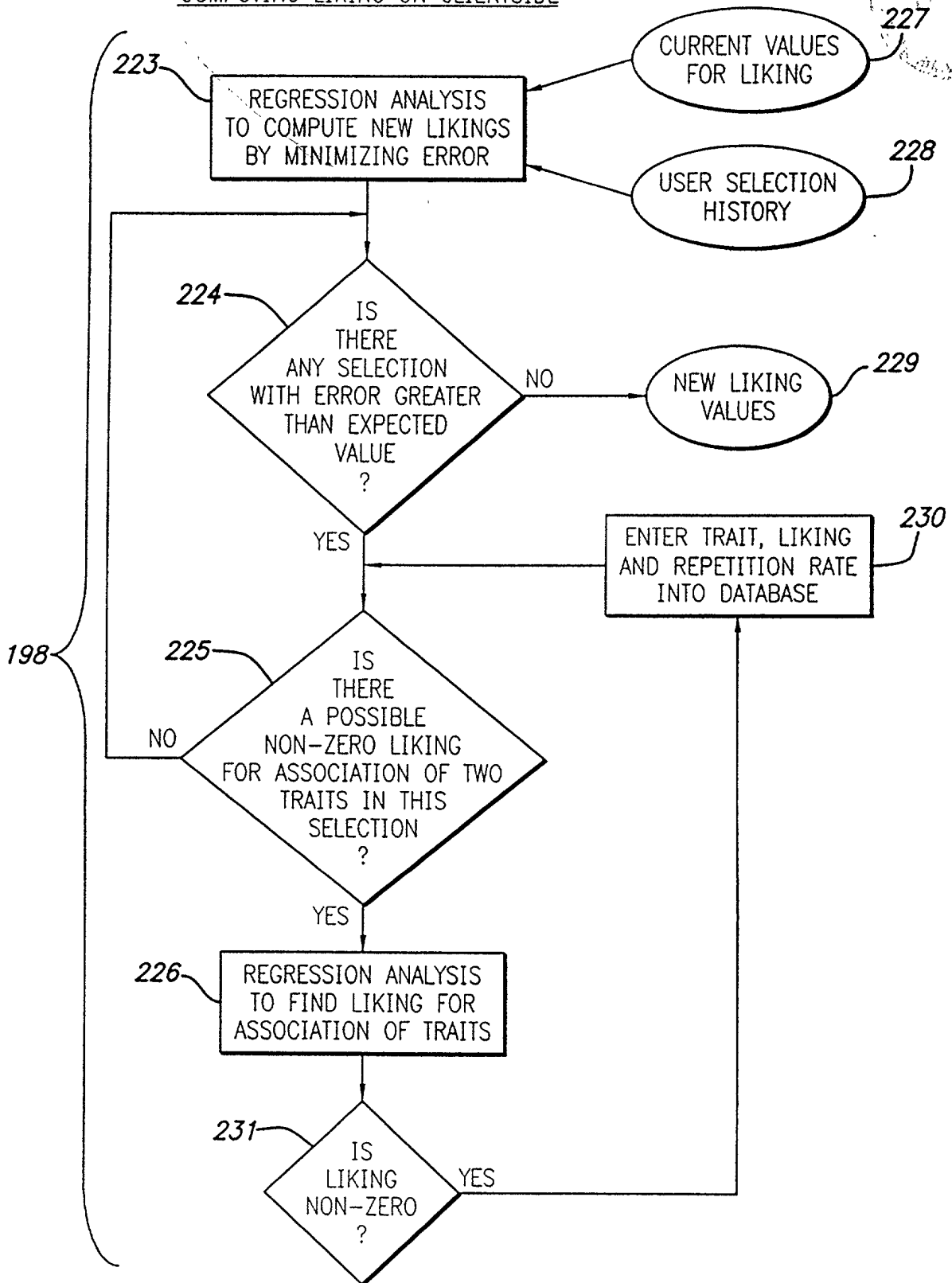


FIG. 19

COMPUTING SCORES FOR PROGRAMS FOR FUTURE PREDICTION

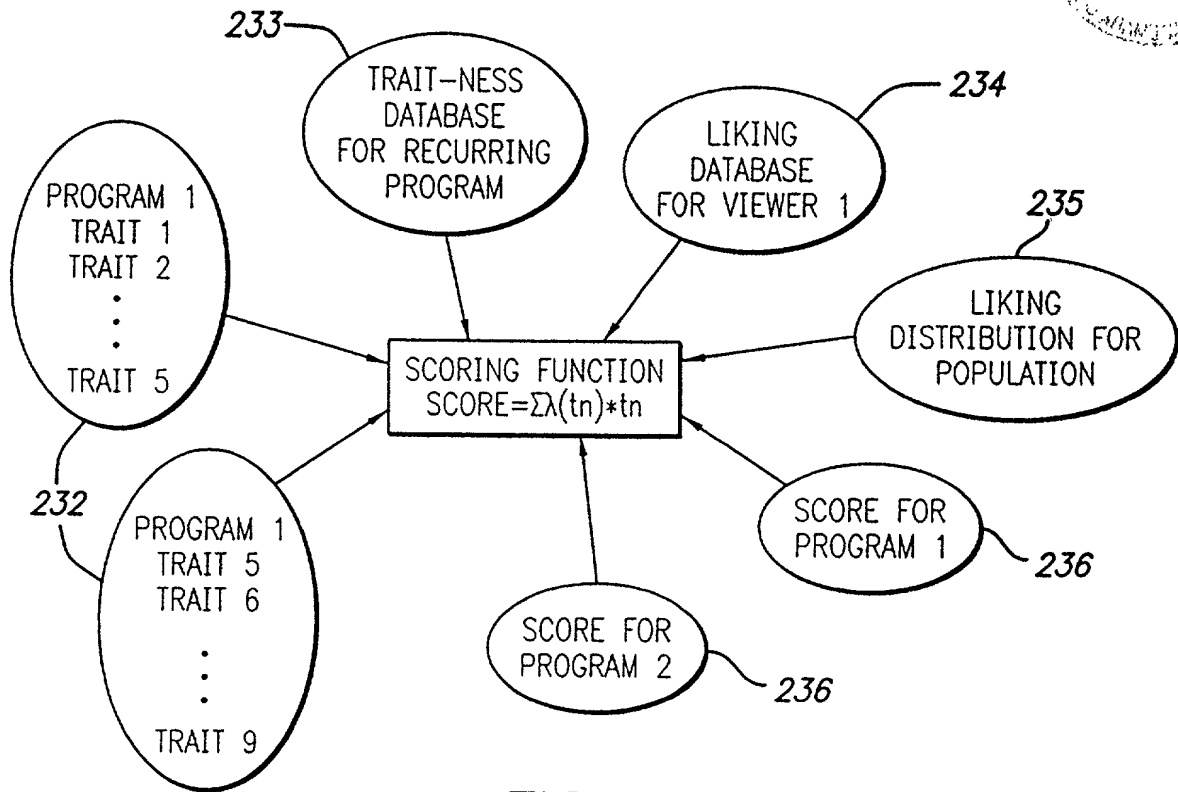


FIG. 20

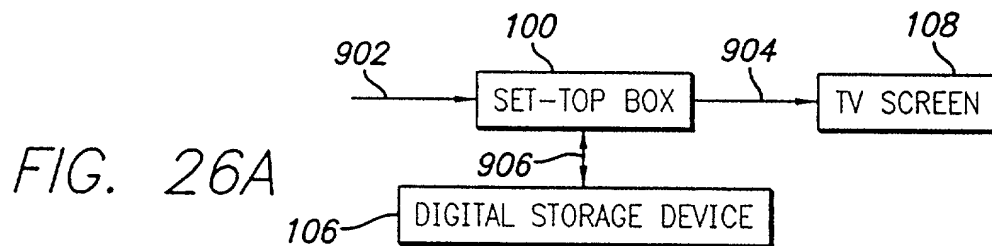


FIG. 26A

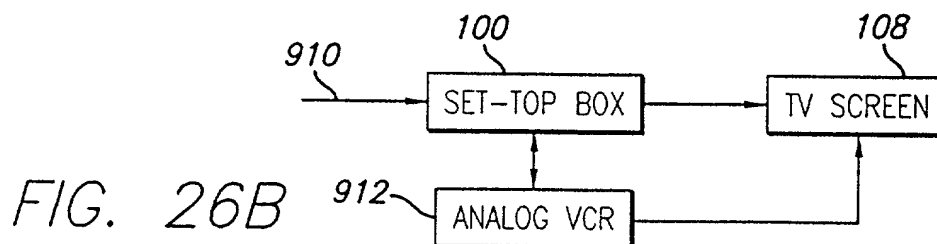


FIG. 26B

DISTRIBUTION OF INCOME IN SAMPLE

NUMBER
OF PEOPLE

INCOME

P_{INCOME}

PROBABILITY DISTRIBUTION
FOR WWF VIEWERS.

PROBABILITY DISTRIBUTION
FOR NEWS VIEWERS.

INCOME

PROBABILITY DISTRIBUTION
FOR ENTIRE SAMPLE

FIG. 21A

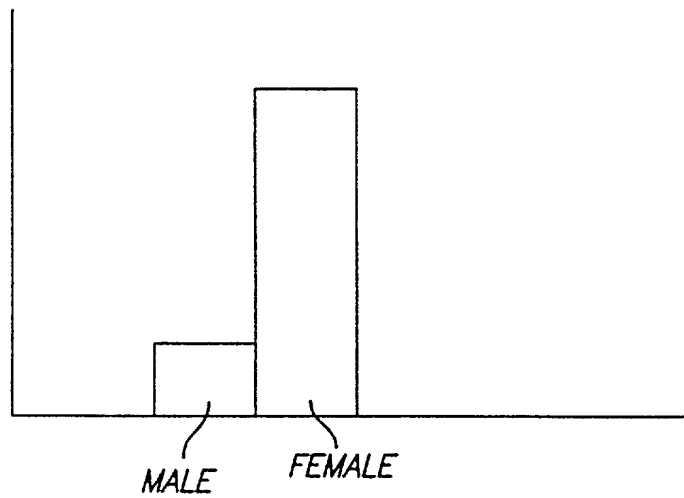
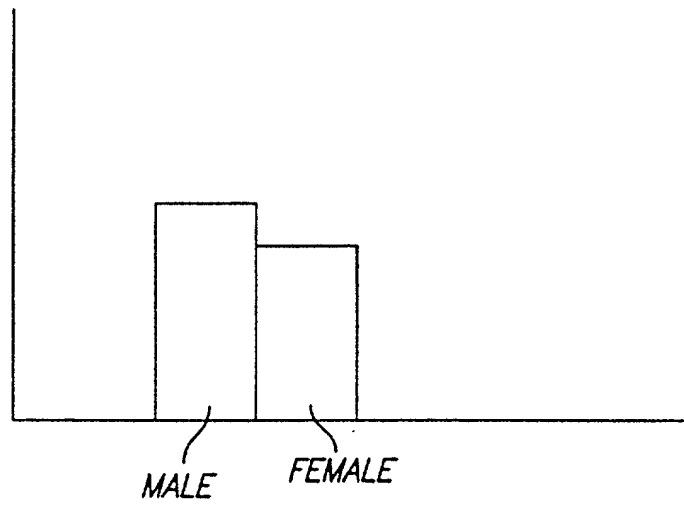
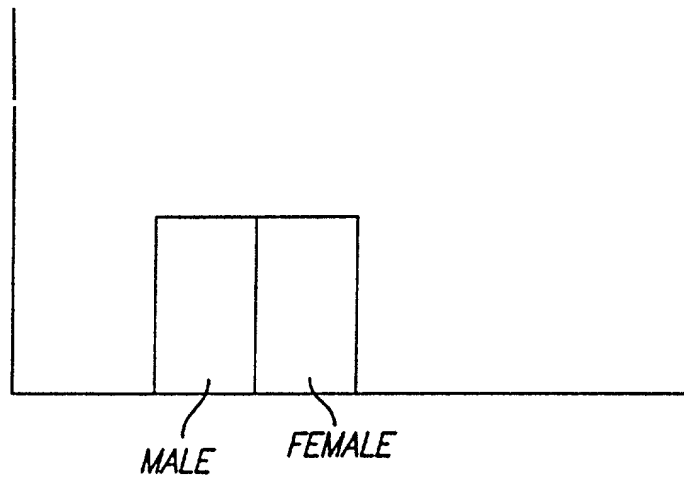


FIG. 21B

SYSTEM ARCHITECTURE

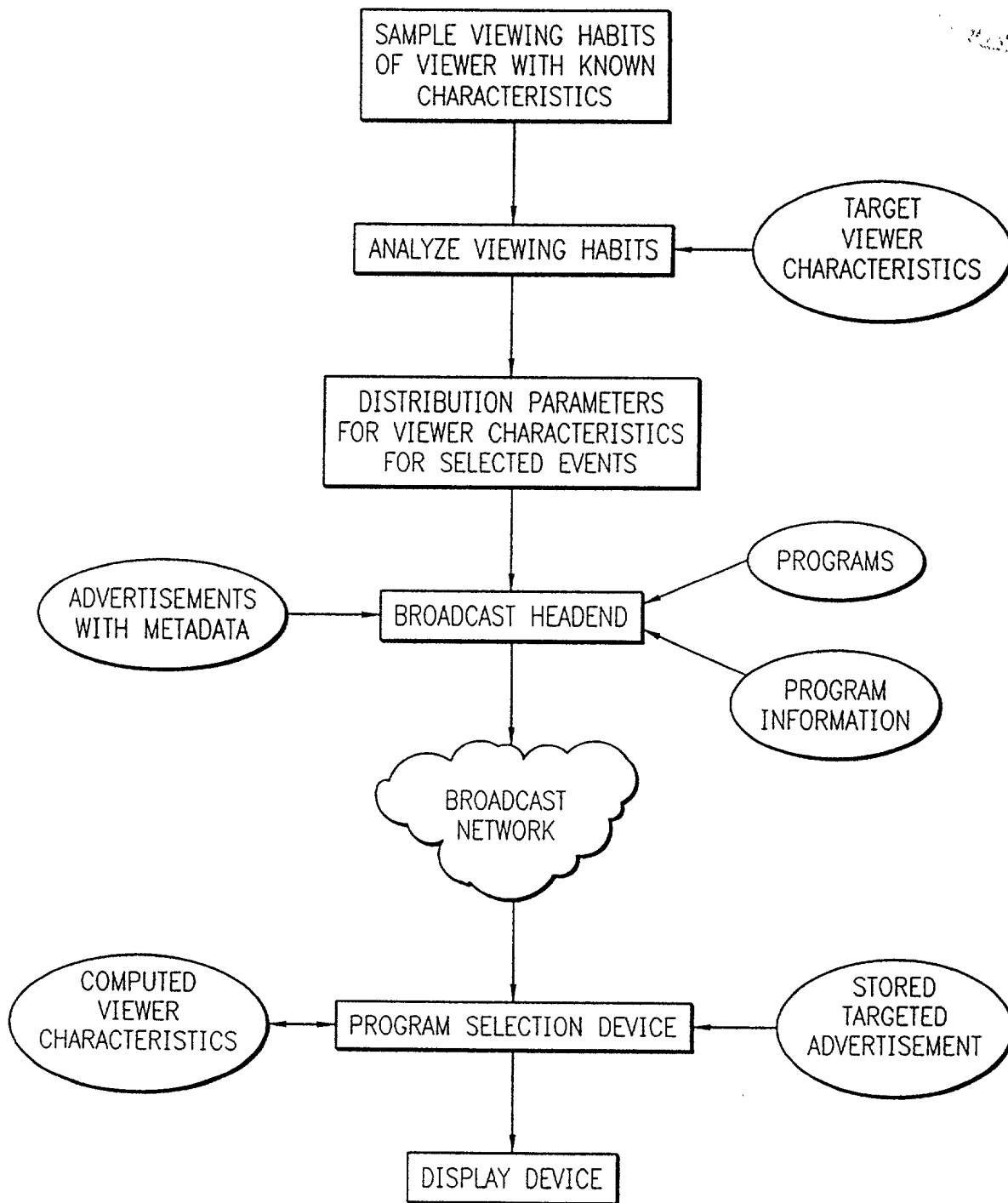


FIG. 22

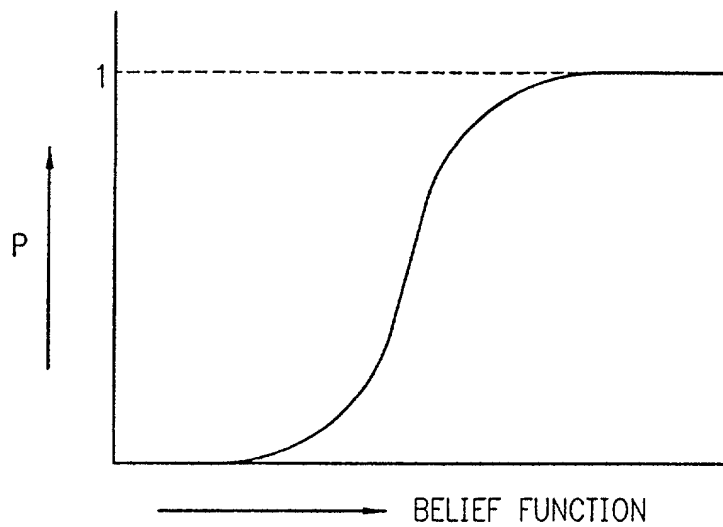


FIG. 23A

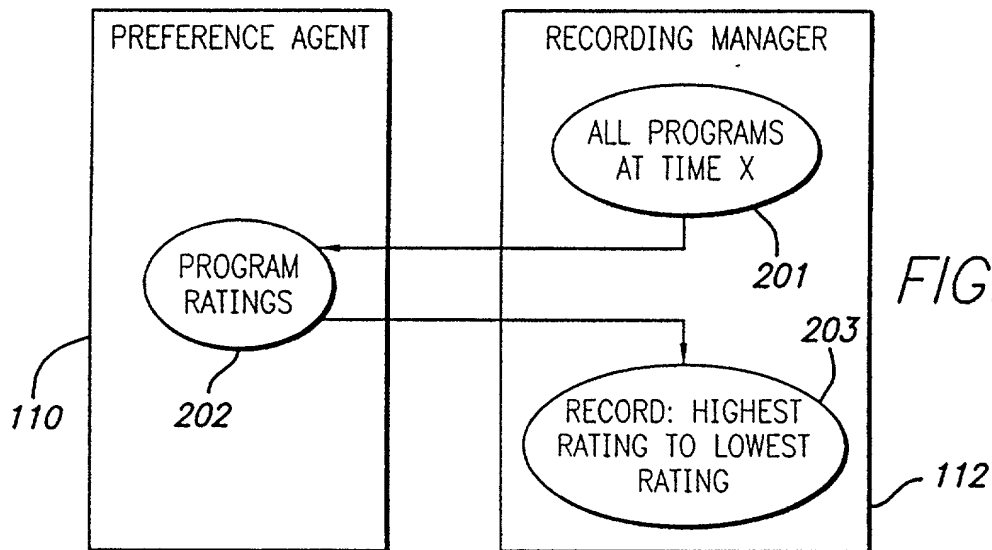


FIG. 24

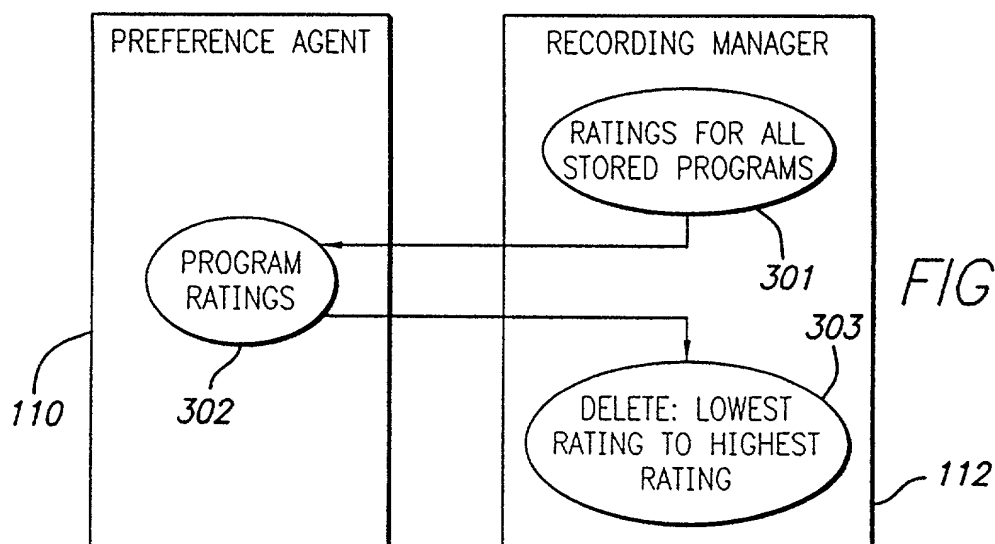


FIG. 25

DEMOGRAPHIC TRAIT RECORD FORMAT

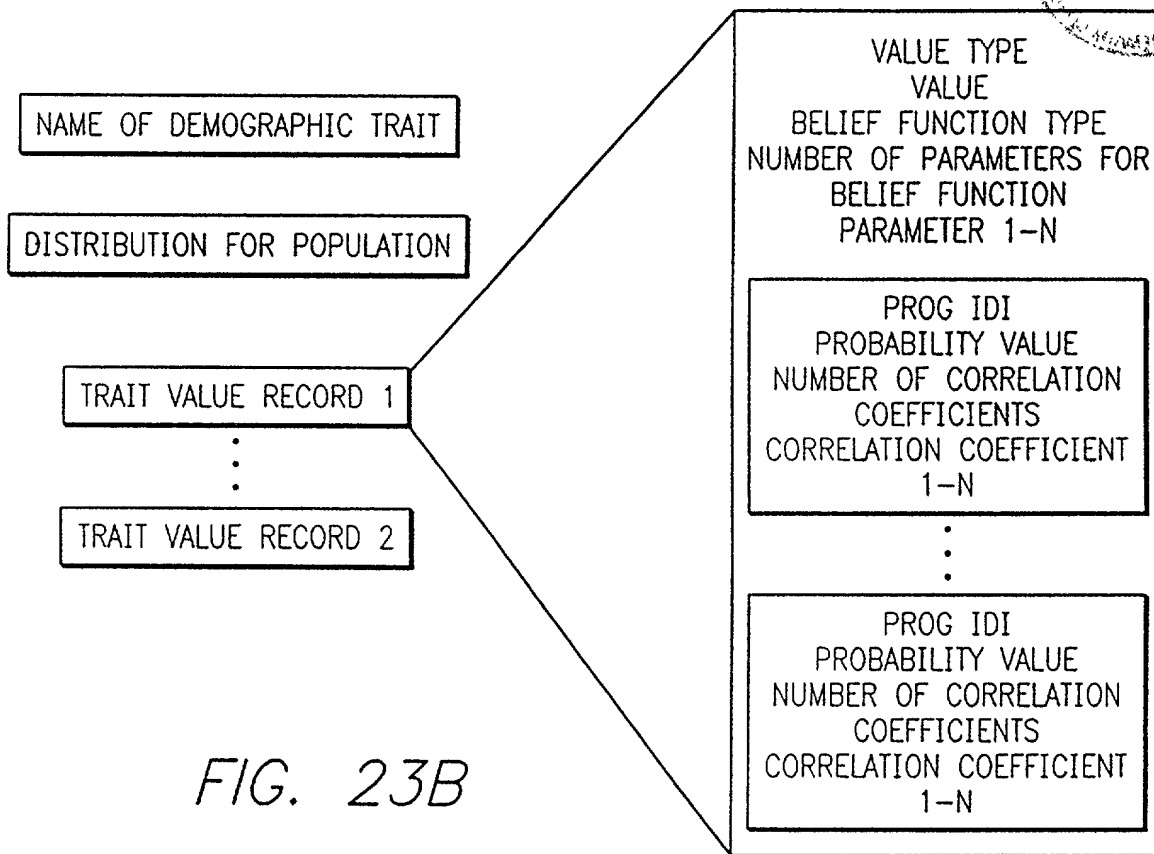


FIG. 23B

ADVERTISEMENT TARGETING RECORD FORMAT

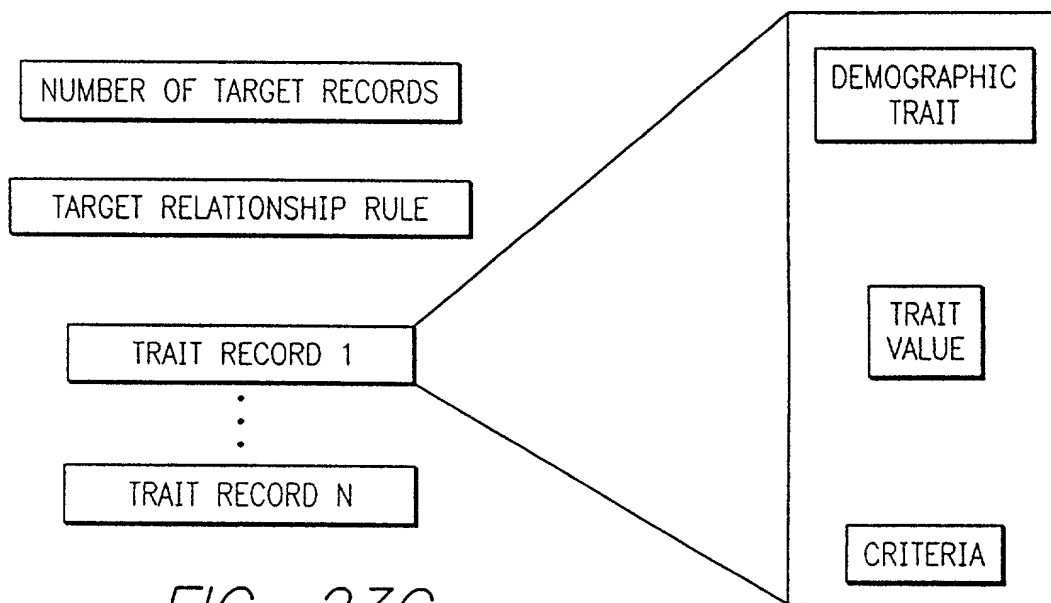


FIG. 23C

2006/04/05 09:00:00

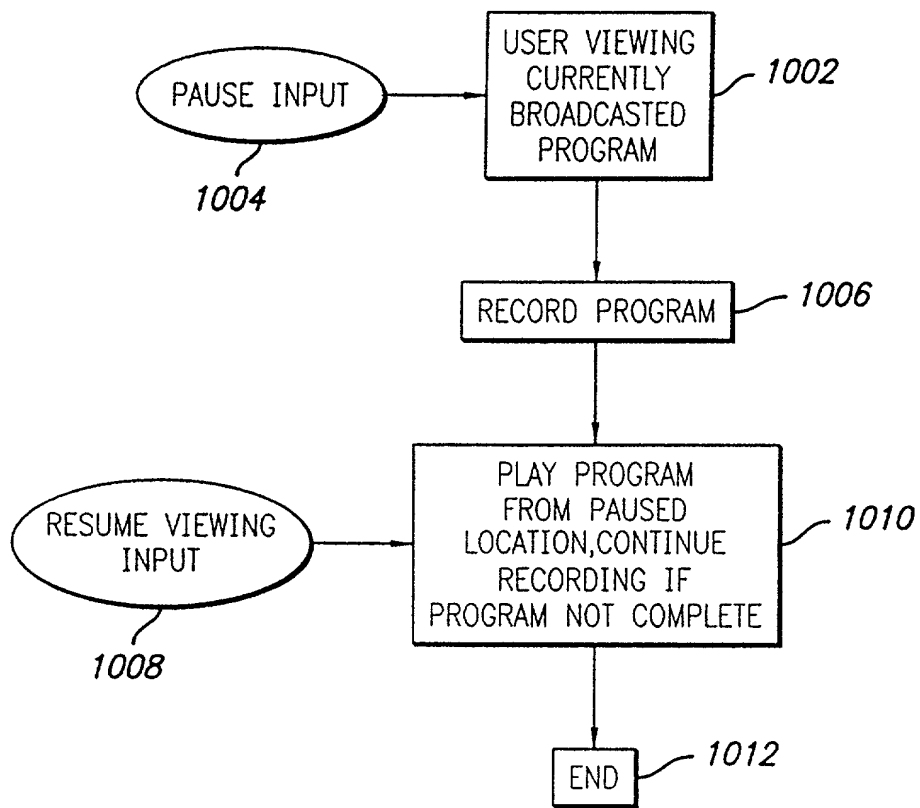
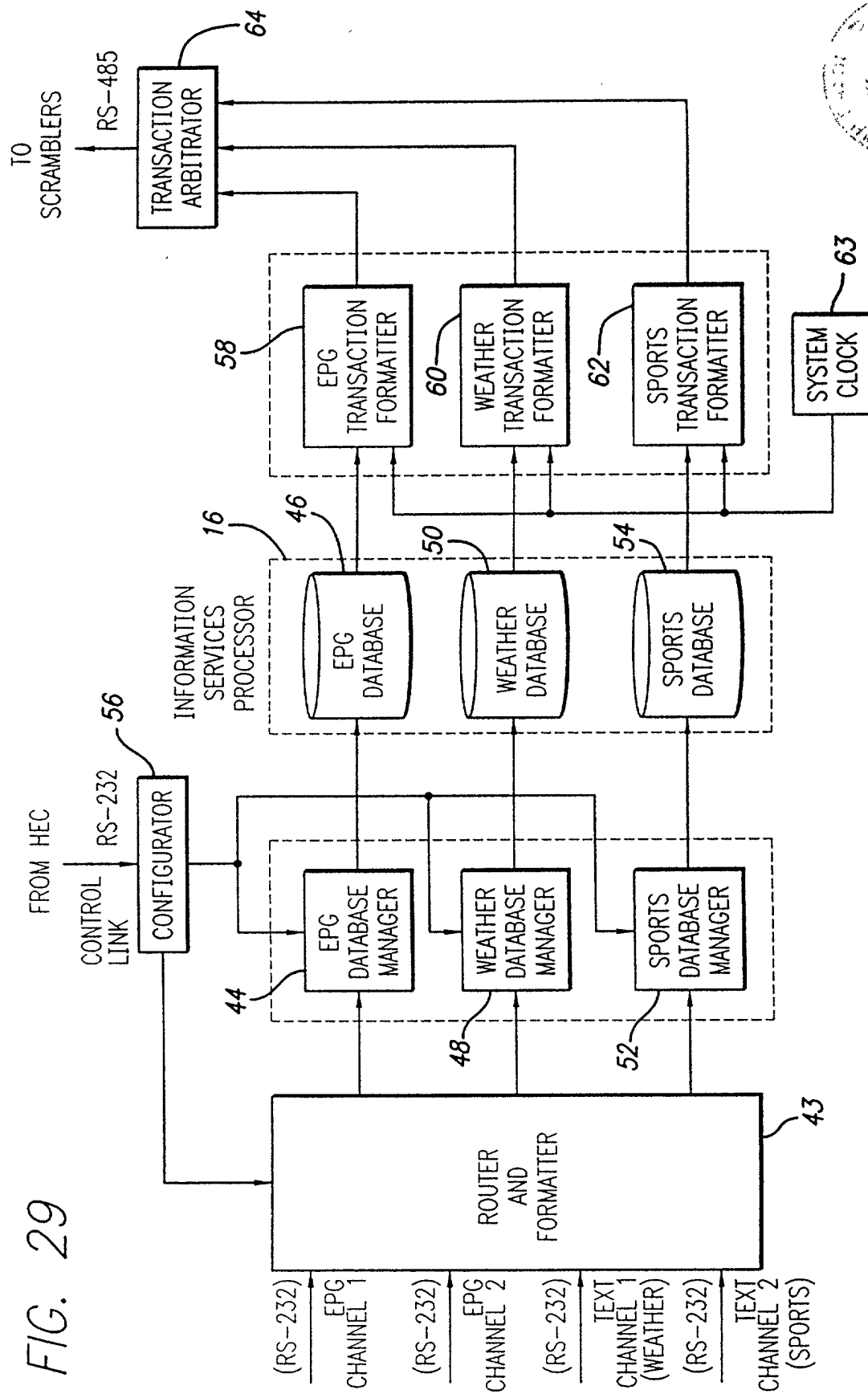


FIG. 27

FIG. 29



(INFORMATION FIELD)

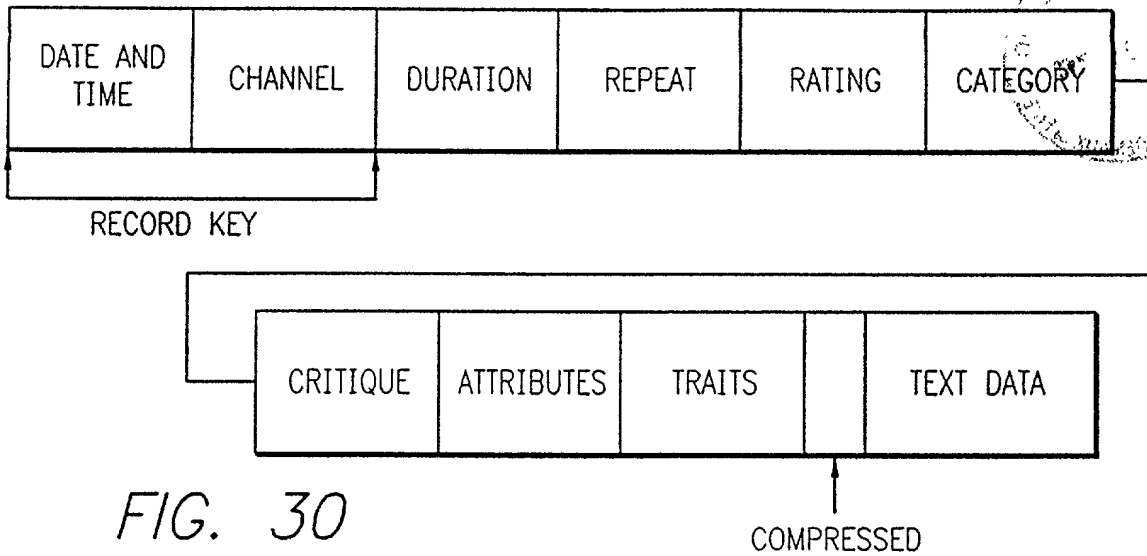


FIG. 30

(TO SCRAMBLERS)

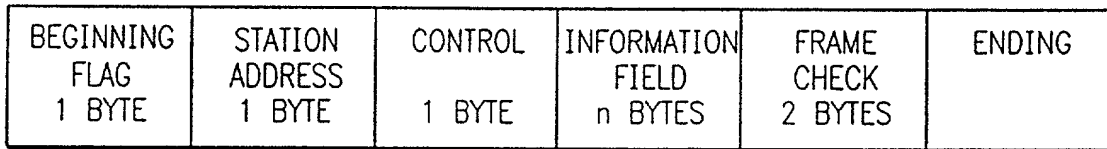


FIG. 31

TEXT CHANNEL TRANSACTION FORMATTER 60.62

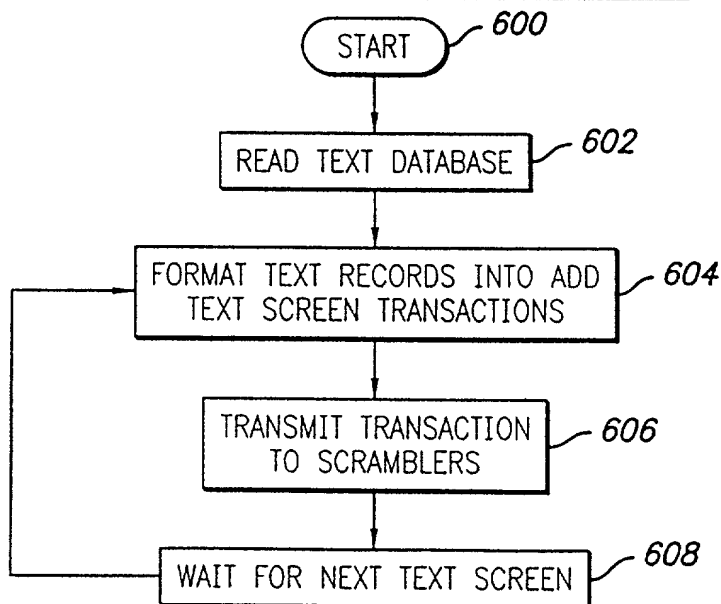


FIG. 33

EPG TRANSACTION FORMATTER 58

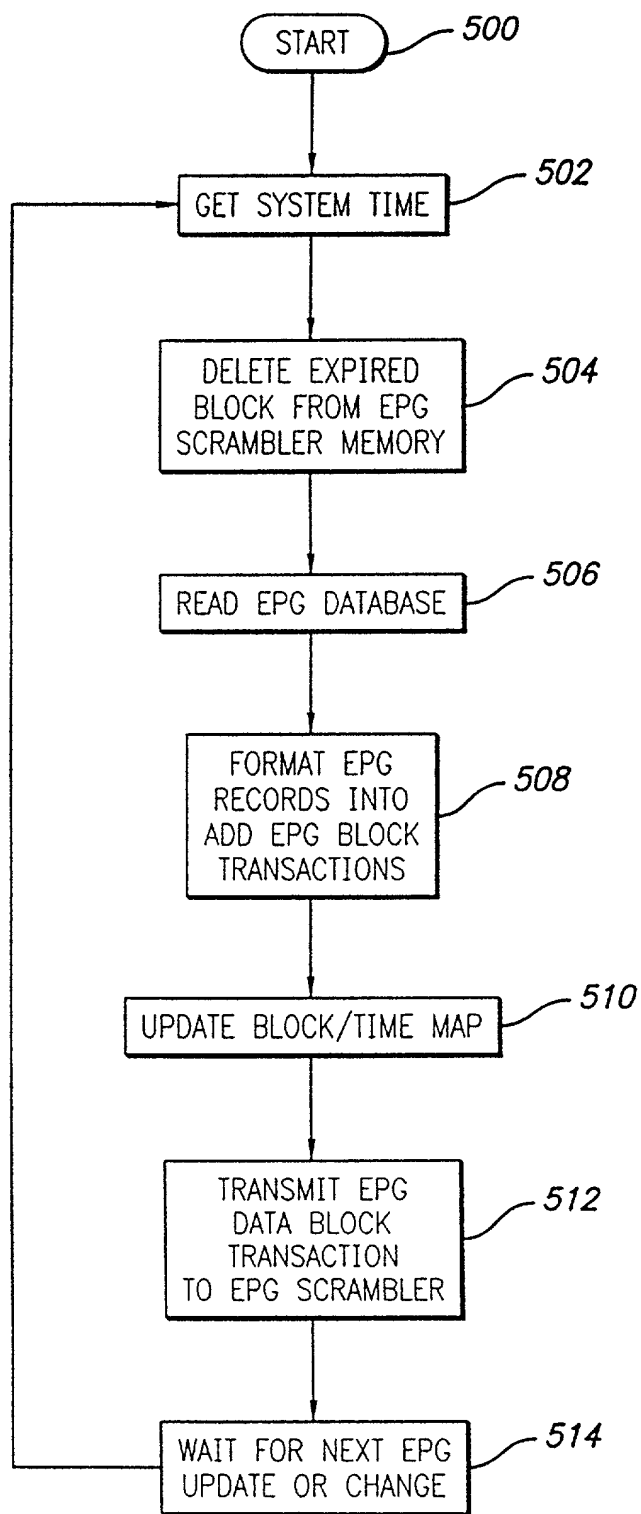


FIG. 32

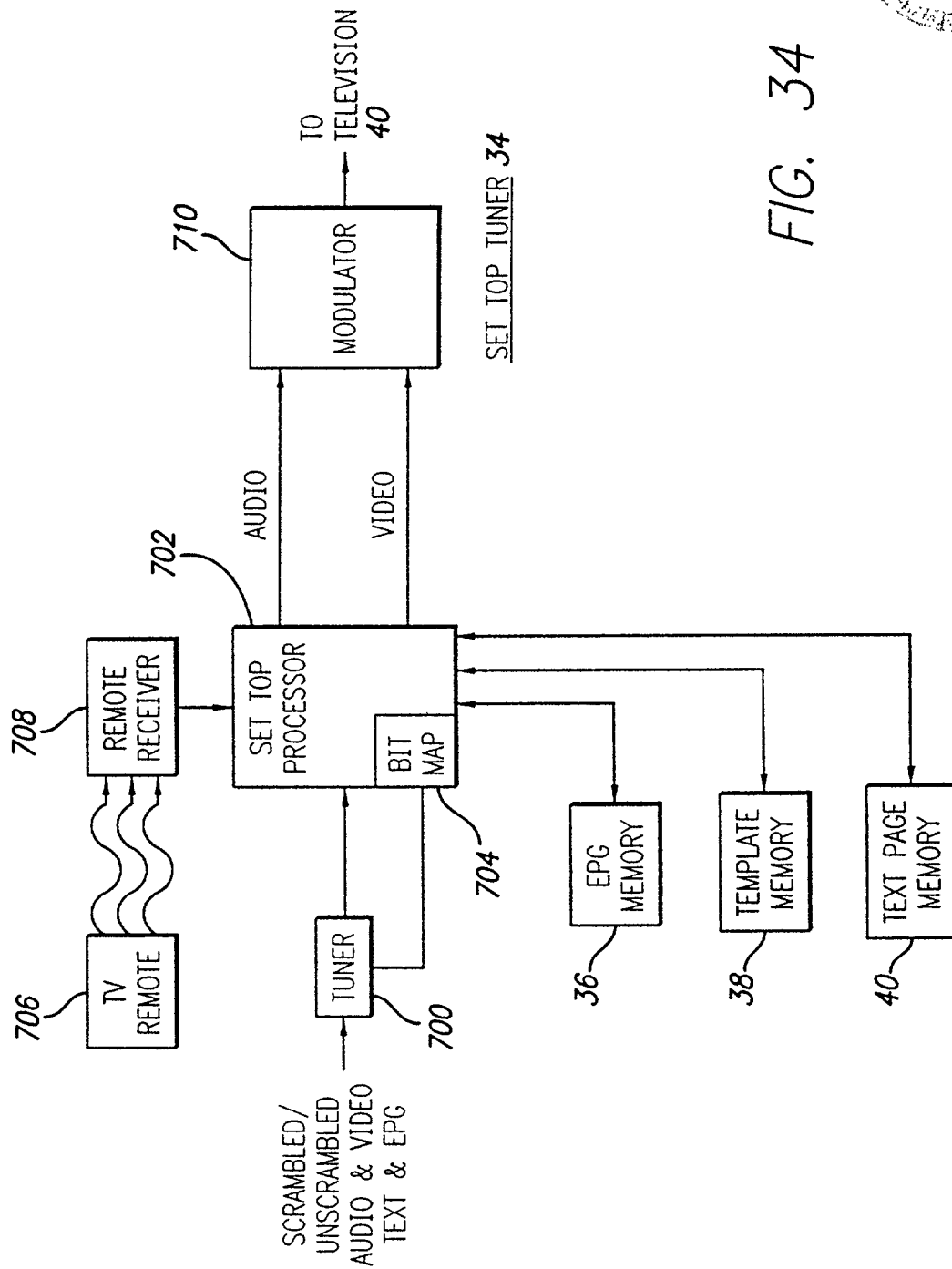


FIG. 34



PROCESS FOR AUTOMATICALLY CREATING MULTIPLE
PROFILES AND AUTOMATICALLY IDENTIFYING CURRENTLY ACTIVE PROFILES

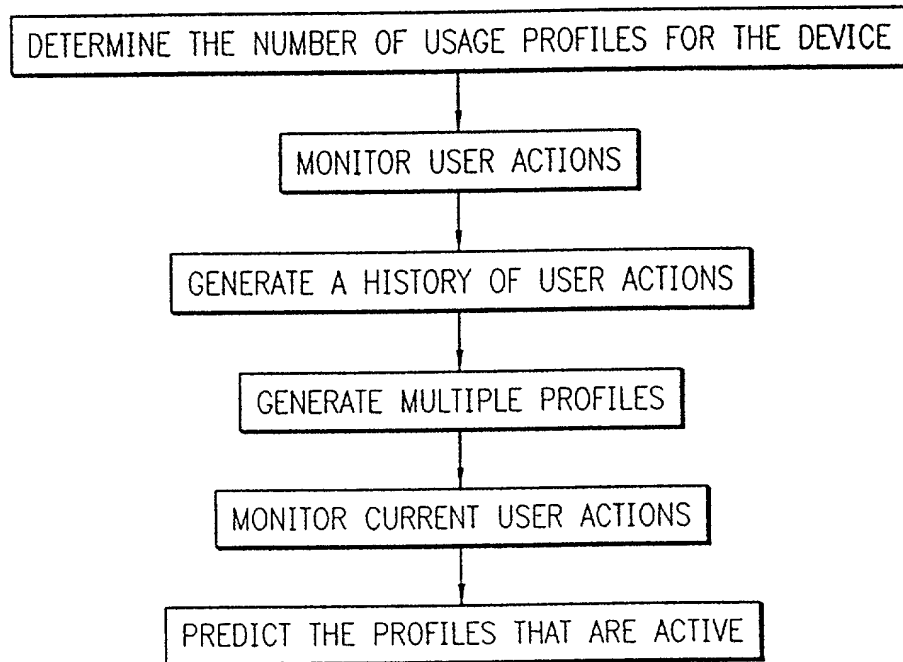


FIG. 35

CIRCULAR PROGRAM GUIDE

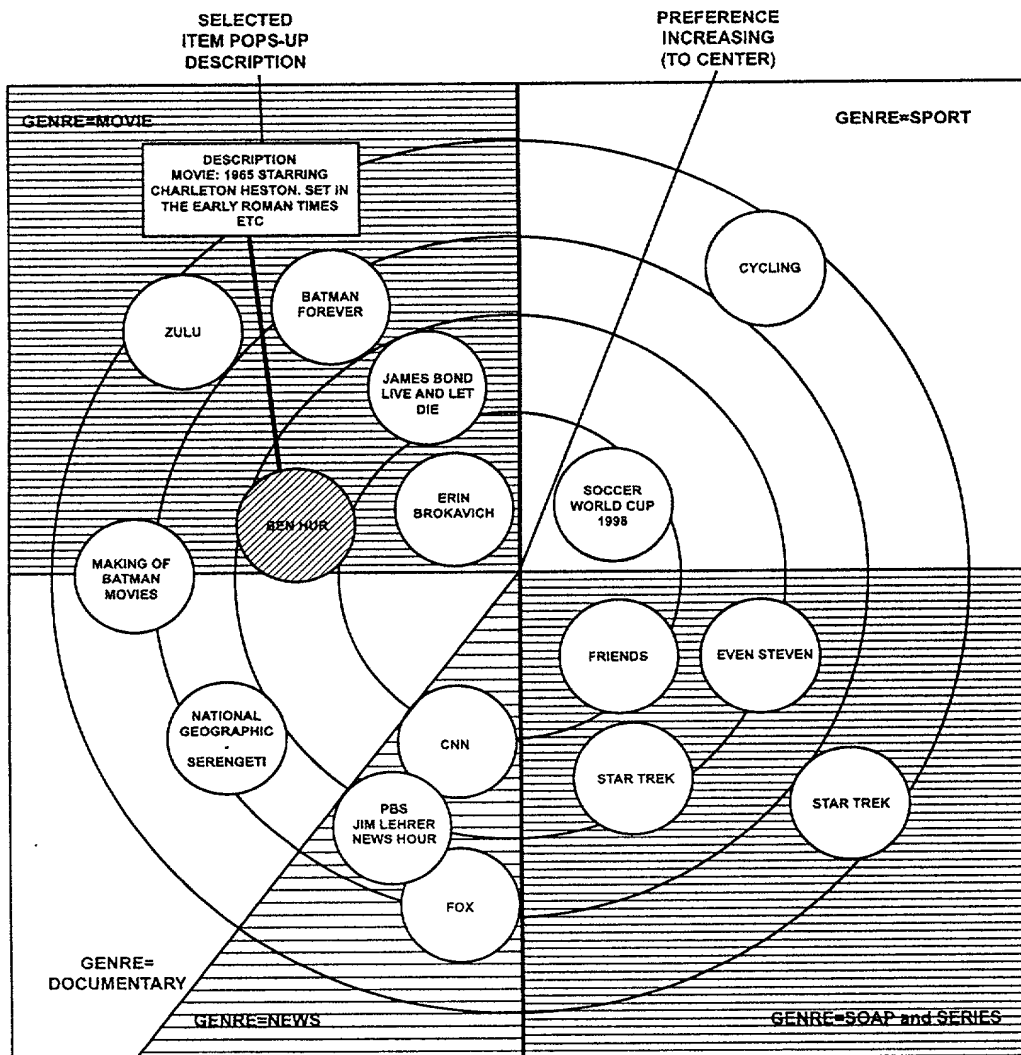


FIG. 36